EDLP RETAIL PRICING AGREEMENT

Retailer, if given certain pricing protection against lower priced competitive products, agrees to offer and promote _____ as its primary cigarette in the lowest price category at their everyday low price and to provide _____ with preferred merchandising space and locations as compared to other products in the low price category. Retailer also agrees as a Total Category Partner (Level II or III) that it will not disadvantage R. J. Reynolds Tobacco Company in the on-going display and promotion of its full priced and branded savings products as they relate to other cigarette manufacturers.

Based upon Retailer's representation of current competitive offers available to Retailer, the parties have determined that the Retailer is eligible for a monthly per carton rebate. Retailer acknowledges that the amount of this monthly per carton rebate is subject to periodic upward or downward adjustment due to changes in competitive offers available to Retailer.

Either party may cancel this pricing promotion on thirty (30) days notice. This promotion will also immediately become void should Retailer fail to feature and promote _____ as agreed.

This offer is being made by RJR in selected markets to meet certain competitive situations and may not be available to all Retailers within selected markets.

R. J. REYNOLDS TOBACCO COMPANY

By: _____

ACCEPTED BY: _____ _____

(Account Name and Chain ID # / SIS #)

Amount per carton $ _____

Dated: _____

51843 7850

Source: https://www.industrydocuments.ucsf.edu/docs/ysvp0000